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62.61  
Announcement  
1927  
N.Y.

# The New Way to Know TREES!

RECEIVED  
APR 4 1927  
Department of Agriculture



*What does he plant who plants a tree?  
He plants, in sap and leaf and wood,  
In love of home and loyalty,  
And far-cast thought of civic good  
His blessing on the neighborhood.*

**Y**OU can be the owner of TWELVE LIVE TREES at slight cost, and be your own nurseryman.

**FOUR - YEAR - OLD TRANSPLANTED NORWAY SPRUCES**—with fully developed root systems—have never been sold in this way before. Previously only seedlings have been available at such low prices.

The lives of these remarkable trees are **FULLY INSURED BY THE LIVING TREE GUILD**. If any should fail to prosper, and are reported within a year, the Living Tree Guild will replace them without cost.

These sturdy, fragrant, shapely trees **WILL DOUBLE IN VALUE AFTER ONE YEAR'S GROWTH**. In a few years they will actually be worth many times more than you paid for them, and also greatly increase the value of the property where they are planted.

Every other article for home decoration de-

teriorates in value. What is there, except a tree, which increases in value so rapidly each year? This year you can invest several dollars (perhaps less than the price of a couple of theatre tickets) in twelve living trees; a few years from now you will **behold those several dollars grown into many added dollars of value!** How is this possible?



# Every tree guaranteed to live

**THE LIVING TREE GUILD** is not a corporation, and it does not represent any nursery interests. It is a highly ethical, self-supporting organization that aims to interest people in trees by showing them the best and quickest methods of **ACTUALLY PRACTICING** tree growing.

For this purpose **THE LIVING TREE GUILD** has investigated with the help of leading authorities the broad question of the finest production of evergreen trees. As a result it now has trees under cultivation for its special purposes in five different states, where conditions are the most favorable. At present, the largest center of production is a ten-acre clearing in the heart of the Maine woods, which is not accessible by any road, but is reached only by motor boat on the Rangeley Lakes. In this one place alone 350,000 trees are being raised to carry out the plan of **THE LIVING TREE GUILD** for individual home use and joy throughout the country.

**THE LIVING TREE GUILD** believes that forestry begins at home; and is best practiced with comparatively small trees. This simplifies shipping,

## THE LIVING TREE GUILD co-operates with:

The United States Department of Agriculture  
State Forestry Bureaus  
The American Forestry Association  
The Yale School of Forestry  
The American Nature Association  
The American Tree Association  
The Camp Fire Girls  
The Girl Scouts of America  
The Boy Scouts of America  
The Woodcraft League of America, Inc.  
The Audubon Society  
The National Plant, Flower and Fruit Guild  
Eastern Nurseryman's Association

To the members of the above named organizations and to all other tree lovers a way is offered to supplement the **GOSPEL OF TREES** with the **PRACTICE OF TREES!**

and it reduces the cost to a nominal item. By this plan you will find that with slight effort you can plant Norway Spruces, which are rapid growers, and in a comparatively short time you will have exceedingly valuable trees maturing in your own ground.

The ideal size for general use is the "four-year transplant." These trees make an immediate showing; they are shapely, averaging four to eight inches and up, and they have a splendid spread. The chief value of a tree, however, is in its root system. Four years have been spent in the careful development of the root systems of these Guild Trees. You will find that they are marvelously fine and full.

In addition to its unusual plan for making the best trees available for universal use, (and guaranteeing them!) **THE LIVING TREE GUILD** offers a special service to its patrons for landscape planning and the securing of miscellaneous evergreens and deciduous trees that are the finest known to horticulture at the lowest costs. We will be glad to advise you and to have our artists prepare sketches for special planting.

**THIS** is made possible by a special method of packing and shipping with the roots encased in Spagnum Moss—a peculiar swamp moss from the heart of the woods. It makes a deep mulch, which holds moisture almost indefinitely. Thus, splendid transplanted specimens can be shipped by parcels post anywhere in the United States and will arrive virtually as fresh as the day they were taken from their home soil. This method of shipping trees perfected by **THE LIVING TREE GUILD** is an achievement of up-to-date horticulture and makes live trees of supremely fine culture universally available.

## The Uses of the Norway Spruce

**AMONG** all the evergreens, the Norway Spruce is one of the best friends of man. It is beautiful by nature, beautiful in its simplicity. It represents strength, endurance, protectiveness. It is famous for hardihood, and well planted, it virtually takes care of itself.

**THE LIVING TREE GUILD**, upon the advice of experts and as a result of experiments, has chosen the Norway Spruce as the tree best suited to carry its message. It offers these

Norway Spruces, the product of specializing, to you that you may have more trees about your home; and may discover by actually using them in practical ways how much pleasure and value you can have through closer acquaintance with trees.

Moreover, as the Department of Agriculture says, "Trees improve the soil and store up soil moisture." Also, tree-planting is an invitation to birds, and leads to a welcome increase in bird population.

**I**N addition to their own charm, spruce trees bring purer air, with the healthy fragrance of the forest that tends to check hay fever and offset the effects of the carbon monoxide gas that accumulates in the air from automobile exhausts.

If you will accept this invitation of **THE LIVING TREE GUILD**, we will supply you with at least twelve healthy spruce specimens together with

clear, simple instructions as to planting them—and we will absolutely back up your interest by replacing on request within a year any trees that, for any reason, fail to thrive. If we will back you up in this way, won't you endorse the gospel of tree planting, which is sweeping the country, and at the same time make a small delightful investment that will certainly double, or even triple or more, your principal?

### From Haverford, Pa.:

"I ordered a dozen of the little trees. They arrived in good time for Christmas, were in excellent condition, and were very much admired, and as I gave them as favors, I have been interested in keeping in touch with the guests who were given the favors, and they are unanimous in their pleasure in watching the little trees grow, and delighted with their success with them."

### From Jersey City:

"You certainly would be pleased could you see my tree, it has grown wonderfully. I sent one little tree to a child whose mother came from Norway, they were delighted with it and have written me 'it is growing so well.'"

### From an Editor in Garden City, N. Y.:

"Let me state that the little Christmas tree stands on my desk now right in front of me where it has been since its receipt. It has made and is making vigorous growth. The two main shoots are two inches and three inches long respectively and others are pushing out. That looks like living and thriving, doesn't it?"

### From Providence, R. I.:

"The tree was received in good condition and I have since planted it outdoors and to date it looks very robust."

### From Glen Ridge, N. J.:

"The trees arrived in good condition. . . . I must say that the specimens you sent were very fine trees and were of very good shape, apparently in fine condition and of very sturdy stock."

### From Swedesboro, N. J.:

"Please send me prices of your Living Trees. I saw one that was given as a Christmas gift and saw it again a month later. It had grown one inch and was looking very healthy."

### From Charles P. Taft, 2nd, Member of the National Council and General Board of the Y. M. C. A.:

"Success to the Living Tree Guild! I know of no other organization like yours; and I am told that there are no trees that are grown more conscientiously."

### From New York City:

"I have had my tree by the open window at night, but often in the daytime the room gets warm. The tree is under a strong electric light but no sun—and strange to relate last week it sent out its Spring growth of buds and I have a three-quarter-inch light green sprout in several places already, and the ends of a lot of the branches showing the same prospects. It seems to me nothing short of courageous. What will it do when it is transplanted into a friend's garden?"

### From Washington, D. C.:

"My tree arrived in good shape and was a splendid little specimen."

### From Keokuk, Iowa:

"Through the kindness of Mr. R., I received one of your wonderful Christmas Trees. It arrived in very good shape, and as it is such a wonderful little tree, I want the same to live. The work you are doing is great and I hope and wish you the Very Best of Luck."

### From Oakland, Calif.:

"The dear little trees reached the above address in excellent shape—and to say they have been and are admired—is putting it mildly."

### From Paul H. Davey, Vice-President of the Davey Tree Expert Co.:

"I wish to congratulate you upon the splendid enterprise which you have undertaken to promote the planting of little trees on the part of thousands of people."

"I wish you good fortune in this enterprise because I believe it has a peculiar significance to our national welfare."

### From New York City:

"The two Guild trees I bought before Christmas are flourishing finely. One can almost see them grow. They have been brought up according to rule, repotted, have a shower bath every night, and are kept away from the furnace. They are both a pleasure and an amusement."

The Living Tree Guild recently shipped a tree to Honolulu. Six weeks later word was received that the tree had arrived in perfect condition. Guild Trees have also been shipped successfully to England.

The above are some excerpts from a spontaneous flood of letters, that are a rare tribute to the quality and joy of Guild Trees!

# Now is the right time



# The New Easy Way—At Slight Cost

**T**WELVE super-quality Norway Spruce, four-year Transplants—specially packed with their extensive root systems encased in Spagnum Moss! These twelve trees can be shipped alive and ready for planting anywhere in the United States.

With each shipment goes clear instructions for the planting of these trees, and suggestions for their many uses.

## TWELVE BEAUTIFUL NORWAY SPRUCES

*only* \$ **3.95**  
*for all*

THIS IS TO CERTIFY that I have personally examined the Norway spruce transplants which The Living Tree Guild are to send out this coming spring, and find that they are an exceptionally fine lot of trees. The well-developed root systems insure success in planting.

**F. S. BAKER**

*Nationally known horticulturist and inspector for the Guild*

EVERY TREE IS FULLY COVERED BY GUILD LIFE INSURANCE and will be replaced without cost if it should fail to thrive.

The stock is inspected by the Government, and a certificate of inspection issued; these trees are endorsed by the leading horticulturists in America.

You can grow trees with certainty of success for home decoration, for foundation planting, for a garage screen, for a property line row, or for living Christmas trees to give your friends next year. At the same time you are adding to the sum total of trees that make this country a beautiful place to live in.

The special form will bring you one of the quickest growing and most delightful investments that was ever offered to you.

### THE LIVING TREE GUILD

National Headquarters for Guaranteed Living Trees  
303 Fifth Avenue New York, N. Y.





# The Living Tree Guild

*National Headquarters for Guaranteed Living Trees*

303 Fifth Avenue  
New York, N. Y.

MARY RUSSELL,  
Executive Secretary

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Dear Friend:

You may have wondered just what The Living Tree Guild is. So, instead of writing the usual letter this time, we are going to tell you quite frankly about the Guild.

The purpose of The Living Tree Guild is to personalize trees; to offer an easy and successful method for tree planting to everyone, no matter how large or small the piece of ground available -- even if it is just a window-box. There are many fine public-spirited organizations spreading the gospel of trees and reforestation. The Living Tree Guild is the only national organization which offers a definite way to everyone to practice tree growing at home, and guarantees success!

The plan is very simple, but it has taken time to perfect it. Trees cannot be manufactured in a few weeks or a few months. They require expert attention over a period of years before they are ready to be put into the hands of the people whose homes they will beautify.

The Living Tree Guild has investigated many sources of supply, and now, through the assistance of the leading horticulturists in America, it has perfected the production of trees that are grown under ideal conditions, with every care that science can give them. At the same time the best methods of shipping have been devised, so that live trees may be delivered direct to your home as fresh as the day they were taken from their nursery ground.

The Living Tree Guild was organized in the fall of 1925. A vivid proof of its value is seen in its rapid growth since then. Its first



Christmas the Guild distributed about 1,500 living trees. In the spring of 1925 it distributed about 40,000 trees, mostly evergreens but a few miscellaneous deciduous trees. Last Christmas the living tree distribution was about fourteen times greater than the previous holiday season -- a remarkable tribute to the excellence of the stock.

A wonderful fact is that the mortality of living Christmas trees, sent out by the Guild during two seasons, has been reported at less than 3%! Every tree so reported has been made good by the Guild. We are proud of this record. When the promise of replacement was made, we anticipated a much higher mortality. Trees shipped during winter weather are subject to being left next to radiators in express offices or to other conditions entirely beyond the control of The Living Tree Guild.

The surprising success, even under such conditions, is not only eloquent of the vigor of the special Guild Tree, but also complete justification for the replacement guarantee. It is this which has been such a topic of discussion around dinner tables and bridge tables in recent weeks. The Guild has received reports from Christmas tree recipients -- even as far away as England and Honolulu -- whose Guild Trees were received in fine condition and are doing splendidly.

That is the plain story and record of The Living Tree Guild.

Perhaps the most unusual result is the Guild Life Insurance. Such a plan is unprecedented. It offers universal opportunities for tree planting that have never before been available. It means that this up-to-date method of production and shipping is so effective that The Living Tree Guild will replace within a year any Guild Tree shipped this spring that, for any reason, fails to thrive.



The Guild grows the hardiest and loveliest stock in the country. It tells you how to plant trees. And, finally, it backs you up and insures the lives of the trees you plant.

Plant trees by the Guild method. It reveals the unfolding miracle of life. It gives a joy unequalled and beauty indispensable. Know trees. Grow them about your home. Tell your friends about them. Offset the encroaching sor-  
didness of modern life with the breath of fragrance of living trees. It will be the best investment you can make, spiritually, in health, and materially.

Return the enclosed form and soon the postman will deliver to your door some of the prettiest, greenest, most perfect little specimens of Norway Spruce you can imagine.

Faithfully yours,

THE LIVING TREE GUILD,

Mary Russell  
Executive Secretary.



**Mail This Today for Fresh, Fragrant, Live**

# Spruce Trees

**Grown by the Leading Experts in the Country and  
Guaranteed by Guild Life Insurance**

To: The Living Tree Guild, 303 Fifth Avenue, New York, N. Y.

Please deliver to the name and address below { twelve }  
{ twenty-four } beautiful Norway Spruce (four-year transplants) specially selected and  
packed in Spagnum moss, with full instructions for planting and use.  
You agree to replace, without cost, within a year any of these trees  
which may be reported as not thriving. If remittance is not enclosed,  
I will pay the postman on delivery.

**Twelve Trees \$3.95**

**Twenty-four Trees \$7.50**

*(Please add 20c. for shipping charge on one dozen; 30c on two dozen)*

Name .....

Address .....

City ..... State .....

**Write on the reverse side the names and addresses of friends  
of trees who would be interested in The Living Tree Guild**

The *practice* of tree growing with fine stock and under expert guidance is fascinating. Trees are a splendid investment that will return many times the few dollars originally put in them. THE LIVING TREE GUILD stands back of its members, to provide the best trees known to the science of horticulture; the right advice; all sorts of suggestions. Our Landscape Gardening Department and Question Box are at your service to solve individual questions.

**Give yourself or a  
friend this treat!**

*Special quotations for Guild  
Trees in 100 or 1000 lots*

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